



Adventures in Food

Fast-Food for people in a hurry





Why another fast-food place ?

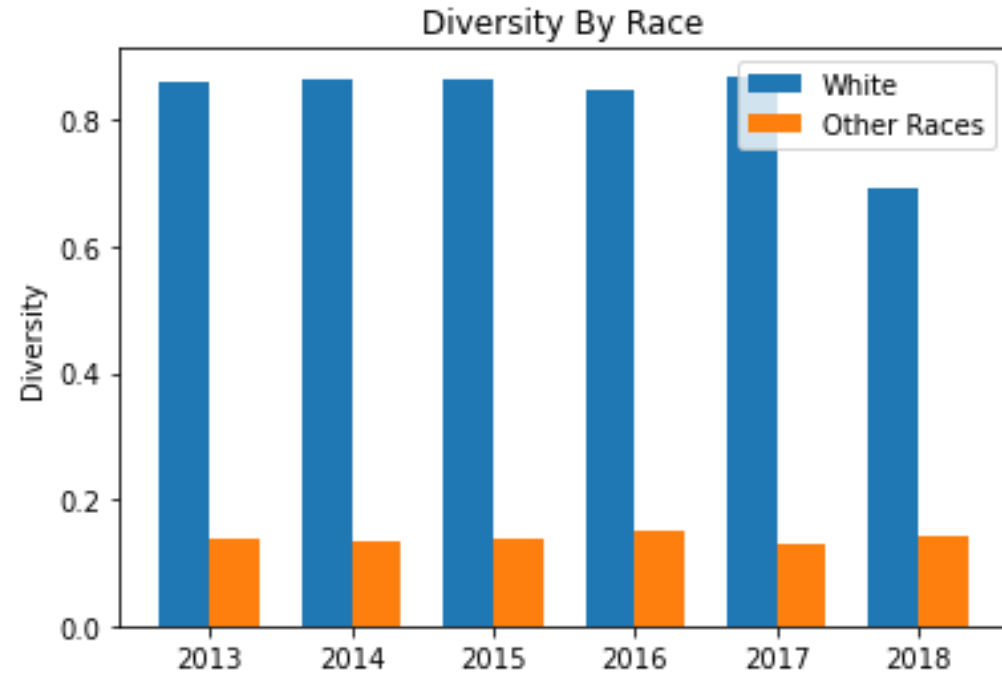
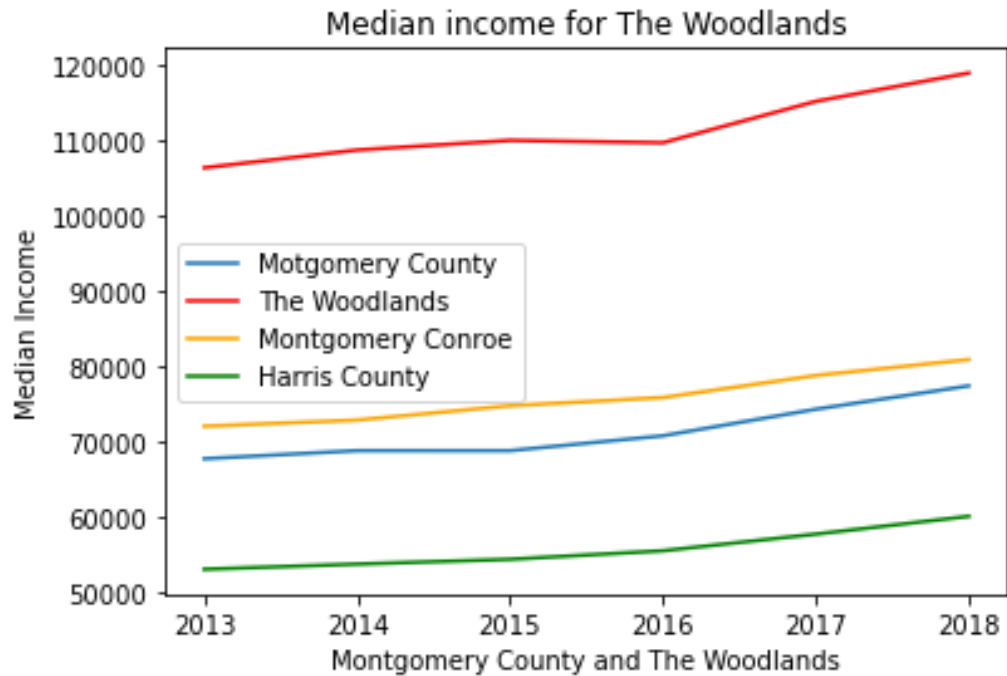
- People are busy. They do not have time to enjoy a leisurely meal especially for lunch
- The fast-food places that are operating currently do not offer variety in their menu. There are no healthy alternatives too.
- It is completely possible to combine healthy eating with an ever changing and interesting menu options gathered from many parts of the world



Choice of location

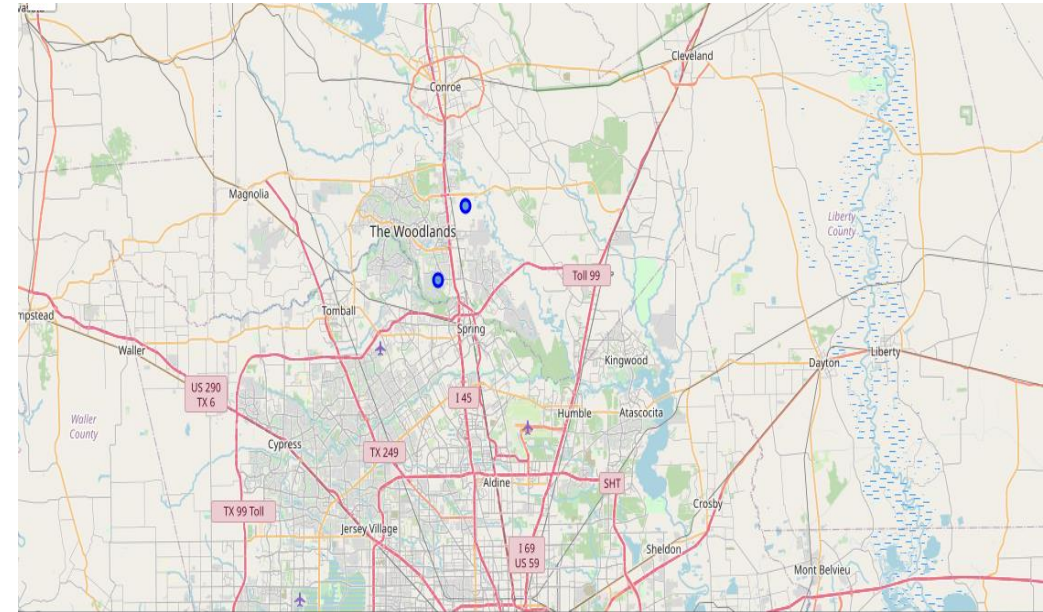
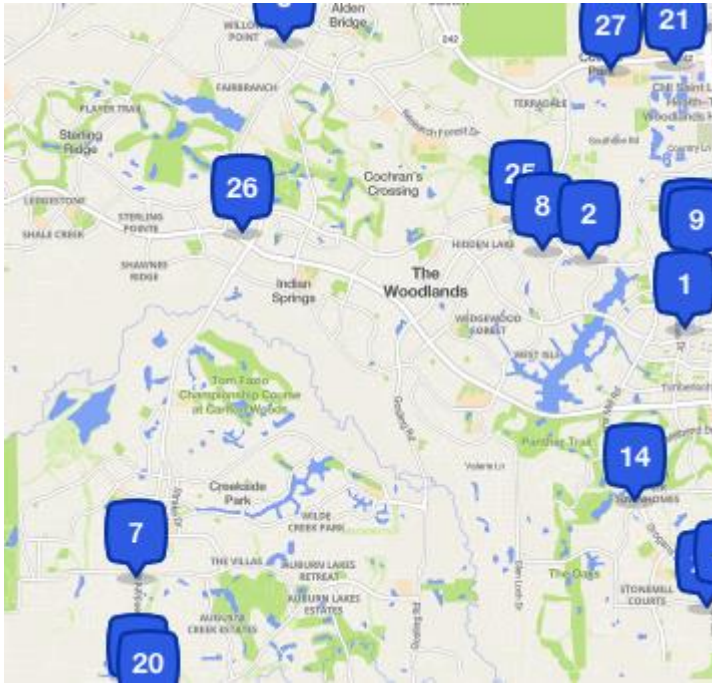
- Places that have good demographic diversity.
- Places where population is increasing
- Places with high median income
- Places where average worker wages are consistent, neither too low nor too high, which would be easy to find workers
- Location narrowed to The woodlands city in the Montgomery county

Income and demography comparisons





Competition from other fast-food places



Conclusion

In the city of The Woodlands, there are fast-food places that are run by the big chains and few that offer healthy food. It says that there would be interest in trying out a new and interesting eating place.

Data:

<http://gis.mctx.org/>

<https://datausa.io/>

[Four Square](#)